*Handwritten initials: #6***POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO**

I hereby appoint:

☒ Practitioners associated with the Customer Number**00758****OR**☐ Practitioner(s) named below (If more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number

**RECEIVED****FEB 03 2005****OFFICE OF PETITIONS**

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

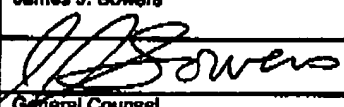
Assignee Name and Address:

seeUthere.com, Inc.  
Suite 200  
3920 Freedom Circle Drive  
Santa Clara, CA 95054

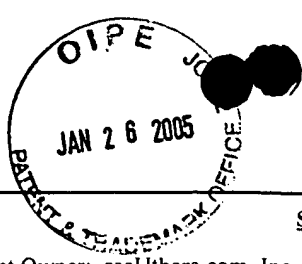
A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

**SIGNATURE of Assignee of Record**

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Name	James J. Sowers		
Signature		Date	10-OCT-2004
Title	General Counsel	Telephone	408-562-5903

22950/01000/SF/5127267.1



**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: seeUthere.com, Inc.

Application No./Patent No.: 10/007,315

Filed/Issue Date: November 7, 2001

Entitled: System and Method for Enterprise Event Marketing and Management Automation

seeUthere.com, Inc., a  
(Name of Assignee)

Corporation  
(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_%  
in the patent application/patent identified above by virtue of either:

A. [ X ] An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

B. [ ] A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee, as shown below:

1. From \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
2. From \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
3. From \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

[ ] Additional documents in the chain of title are listed on a supplemental sheet.

[X] Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

1/26/05  
Date

Colleen Chien  
Typed or printed name

(415) 875-2319  
Telephone number

Chien  
Signature

Attorney for Assignee  
Title

**RECEIVED**

**FEB 03 2005**

**OFFICE OF PETITIONS**

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to SEEUTHERE.COM, INC., a California corporation, having a place of business at 3920 Freedom Circle Drive, Santa Clara, CA 95054 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled A SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING AND MANAGEMENT AUTOMATION ("APPLICATION"), which:

☐ is to be filed herewith.

☒ was filed on November 7, 2001, and now bears U.S. application serial number 10/007,315.

☒ The APPLICATION claims priority from U.S. Provisional Applications Nos. 60/246,800, filed November 7, 2000; 60/275,520, filed March 12, 2001; 60/293,650, filed May 24, 2001; and 60/314,594, filed August 23, 2001.

**RECEIVED**

FEB 03 2005

**OFFICE OF PETITIONS**

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Title of Document: ASSIGNMENT

Re:

Title:

SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING  
AND MANAGEMENT AUTOMATION ("APPLICATION")

Filed:

November 7, 2001

Application No.:

10/007,315

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature

Date of  
Signature

Justin T. Nguyen

08/25, 2004

State of \_\_\_\_\_ } S.S.  
County of \_\_\_\_\_ }On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared Justin T. Nguyen personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature

Date of  
Signature

John Chang

25 Aug, 2004

State of \_\_\_\_\_ } S.S.  
County of \_\_\_\_\_ }On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared John Chang personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Title of Document: ASSIGNMENT

Re:

Title:

SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING  
AND MANAGEMENT AUTOMATION ("APPLICATION")

Filed:

November 7, 2001

Application No.:

10/007,315

Name and Signature



Stanley Chin

Date of

Signature

Aug 25, 2004

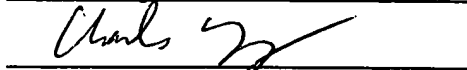
State of \_\_\_\_\_ } S.S.  
County of \_\_\_\_\_ }On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared Stanley Chin personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature



Charles Yang

Date of

Signature

8/30, 2004

State of \_\_\_\_\_ } S.S.  
County of \_\_\_\_\_ }On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared Charles Yang personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Title of Document: ASSIGNMENT

Re:

Title:

SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING  
AND MANAGEMENT AUTOMATION ("APPLICATION")

Filed:

November 7, 2001

Application No.:

10/007,315

Name and Signature

  
William R. PeltzDate of  
Signature

22 Nov 2004

State of \_\_\_\_\_ } S.S.  
County of \_\_\_\_\_ }On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared William R. Peltz personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature

Helen Loh

State of \_\_\_\_\_ } S.S.  
County of \_\_\_\_\_ }Date of  
Signature

\_\_\_\_\_, 2004

On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared Helen Loh personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Title of Document: ASSIGNMENT

Re:

Title:

SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING  
AND MANAGEMENT AUTOMATION ("APPLICATION")

Filed:

November 7, 2001

Application No.:

10/007,315

Name and Signature

Date of

Signature

William R. Peltz

, 2004

State of \_\_\_\_\_ } S.S.

County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally

[DATE]

[NOTARY PUBLIC]

appeared William R. Peltz personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature

Date of

Signature

Helen Loh

August 24, 2004

State of \_\_\_\_\_ } S.S.

County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally

[DATE]

[NOTARY PUBLIC]

appeared Helen Loh personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to ONVANTAGE, INC. a California corporation, having a place of business at 3920 Freedom Circle Drive, Santa Clara, CA 95054 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING AND MANAGEMENT AUTOMATION ("APPLICATION"), which:

☐ is to be filed herewith.

☒ was filed on November 7, 2001, and now bears U.S. application serial number 10/007,315.

☒ The APPLICATION claims priority from U.S. Provisional Applications Nos. 60/246,800, filed November 7, 2000; 60/275,530, filed March 12, 2001; 60/293,650, filed May 24, 2001; and 60/314,594, filed August 23, 2001.

2. The entire worldwide right, title, and interest in and to:  
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.



Re:

Title:

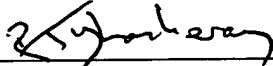
SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING  
AND MANAGEMENT AUTOMATION ("APPLICATION")**NOT FOR RECORDATION**

Filed:

November 7, 2001

Application No.:

10/007,315

Name and Signature

Raymond Thackeray

Date of

Signature

Jan 13th, 2005

State of London } S.S.County of United Kingdom }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally

[DATE]

[NOTARY PUBLIC]

appeared Raymond Thackeray personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature

Annie Bei Han

State of \_\_\_\_\_ } S.S.

County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally

[DATE]

[NOTARY PUBLIC]

appeared Annie Bei Han personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Title of Document: ASSIGNMENT

Re:

Title:

SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING  
AND MANAGEMENT AUTOMATION ("APPLICATION")

Filed:

November 7, 2001

Application No.:

10/007,315

Name and Signature

Date of

Signature

Raymond Thackeray

, 2004

State of \_\_\_\_\_ } S.S.

County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally

[DATE]

[NOTARY PUBLIC]

appeared Raymond Thackeray personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature

Date of

Signature

Annie Bei Han

Aug 30, 2004

State of \_\_\_\_\_ } S.S.

County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally

[DATE]

[NOTARY PUBLIC]

appeared Annie Bei Han personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Title of Document: ASSIGNMENT

Re:

Title:

SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING  
AND MANAGEMENT AUTOMATION ("APPLICATION")

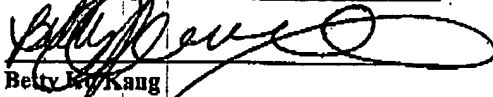
Filed:

November 7, 2001

Application No.:

10/007,315

Name and Signature



Betty Ku Kang

Date of  
Signature

10/12, 2004

State of CA ) S.S.  
County of Santa Clara )On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared Betty Ku Kang personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature

Glen Yan-Kit Kuo

State of \_\_\_\_\_ ) S.S.  
County of \_\_\_\_\_ )Date of  
Signature

2004

On \_\_\_\_\_ before me, \_\_\_\_\_ personally  
[DATE] [NOTARY PUBLIC]

appeared Glen Yan-Kit Kuo personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

22950/08577/SF/5127155.1

Title of Document: ASSIGNMENT

Re:

Title:

SYSTEM AND METHOD FOR ENTERPRISE EVENT MARKETING  
AND MANAGEMENT AUTOMATION ("APPLICATION")

Filed:

November 7, 2001

Application No.:

10/007,315

Name and Signature

Date of

Signature

, 2004

Betty Ku Kang

State of \_\_\_\_\_ } S.S.

County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally

[DATE]

[NOTARY PUBLIC]

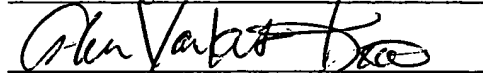
appeared Betty Ku Kang personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

Name and Signature

Date of

Signature

Glen Yan-Kit Kuo

August 27, 2004

State of \_\_\_\_\_ } S.S.

County of \_\_\_\_\_ }

On \_\_\_\_\_ before me, \_\_\_\_\_ personally

[DATE]

[NOTARY PUBLIC]

appeared Glen Yan-Kit Kuo personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Notary Seal

Notary

22950/08577/SF/5127155.1